Texicana Ordering App

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Project overview

The product:

The Texicana App provides customers with a menu preview and ordering experience that reduces the need to queue at the food truck.

Project duration:

4 weeks - May 2021

Project overview

The problem:

The Covid pandemic has changed customer attitudes towards queues. The owners of Texicana are looking for a way to reduce queues in order to encourage more customers to order. Customers want an easy way to preview the menu and order without having to queue.

The goal:
The app will let users view a visual menu, order, and pay which will affect the user and the food truck workers/owners by decreasing queue length and encouraging more customers to order.

Project overview

My role:

Lead UX Designer designing an app for Texicana from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and created empathy maps to understand the users I am designing for and their needs. The two primary user groups identified were young adults and families who are going out to eat to spend time with their friends and family.

The user group confirmed initial assumptions that due to the Covid pandemic, customers are hesitant to wait in a queue with other customers but research revealed that social distancing was not the only factor. Customers are also keen to spend as much time as possible with friends and family that they are meeting with and therefore prefer to order through an app rather than wait in a queue to order.

User research: pain points

1

Waiting in a queue

Food truck owners and customers alike had problems with queues. Customers want to be able to order without having to queue and food truck owners found that long queues deterred customers from coming to their truck.

2

Viewing menu items

Many customers expressed the desire to be able to see pictures of the menu items before they ordered. It is easier to decide from pictures than text.

3

Group Orders

Many customers wanted an easier way to place big group orders. It is difficult to remember a large order.

Persona: **Georgina**

Problem statement:

Georgina is an art student at university who needs an easier way to order from a food truck because she would rather spend time with her friends than wait in a queue.

"I'm always looking for new experiences to influence my art. I love trying new things."

Georgina Wilson

Age: 19
Education: University Student, 1st year
Hometown: Huddersfield, Yorkshire
Family: Lives in dorm with 3 friends
Occupation: Art student, sells drawings and paintings on the side

Goals
- To experience as much as she can while she is at uni
- To grow her art business

Frustrations
- "I hate waiting in a queue."
- "It's difficult to see the menu when I'm waiting."
- "When I'm with a big group, we all have to wait in the queue and it takes away from our time together."

Georgina is a talented painter and spends most of her time in the art studio. When she isn't busy painting she enjoys spending time with her friends. They all love to try out different street food vendors.
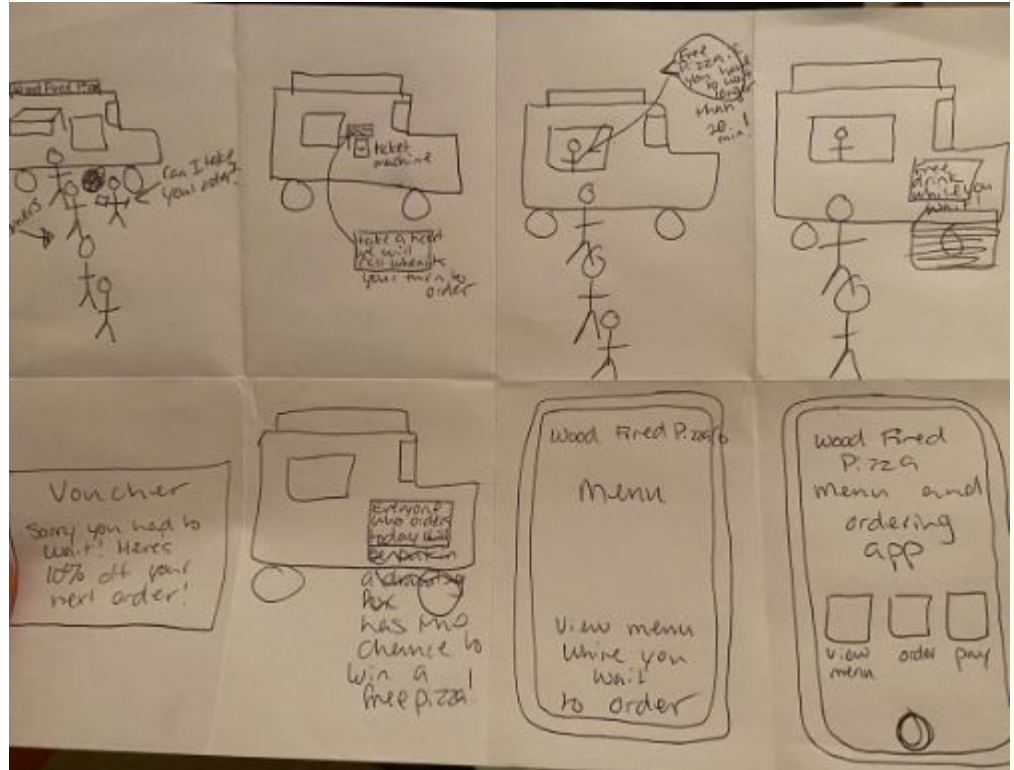
How Might We / Crazy Eights

1

How might we encourage customers to order during busy times?

2

How might we reduce the need to queue at the food truck?

3

How might we make it easier for customers to place their order?

User journey map - Persona: Georgina

Goal: To review menu and create/submit order from mobile device while at a food truck

ACTION	Get App	Review menu	Create order	Confirm Order	Pick Up Order
TASK LIST	Tasks A. Download app B. Create account C. Allow GPS while using app to show that you are at the food truck	Tasks A. Scroll through items B. Click on items to see more information	Tasks A. Choose items B. Add to order C. Initiate checkout	Tasks A. View app confirmation and check email for receipt B. Confirm order details are correct	Tasks A. Wait for confirmation that order is ready B. Pick up order from food truck C. Check that order is correct
FEELING ADJECTIVE	Excited to be able to see menu items before she orders Relieved to not have to stand in a queue	Unsure about what to order as there are so many options	Slightly annoyed because she was hoping to use cash.	Happy that she was able to complete her order without waiting in a queue and now has more time with her friends.	Irritated because she missed the notification that her food was ready. By the time she saw the notification her food was cold.
IMPROVEMENT OPPORTUNITIES	Offer a discount or rewards for setting up an account	Create a "Popular Items" section at the top of the menu	Give an option to submit order and pay cash at the truck.	After first order give a discount code to share with a friend.	Send notification to device as well as call out order name from food truck speaker.

UX Design Storyboard

Scenario: An app to help users order food without having to queue - Big picture
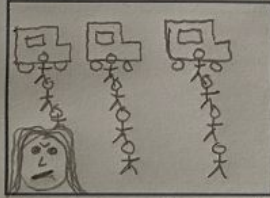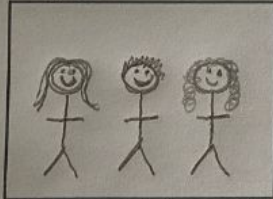

Georgina is frustrated that all the food trucks have long queues.
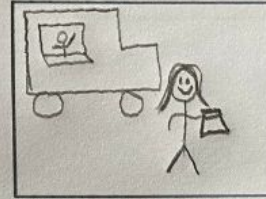
Georgina downloads the app for Texicana food truck.

Georgina is able to view the menu, order, and pay through the app.

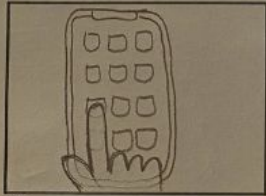Georgina enjoys getting to spend more time with her friends.

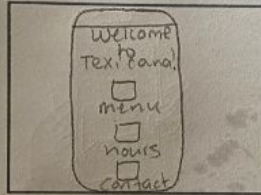Georgina recieves a notification that her order is ready.
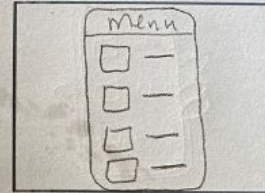
Georgina happily picks up her order from the food truck.

Scenario: An app to help users order food without having to queue. close up

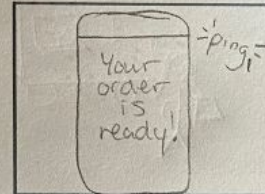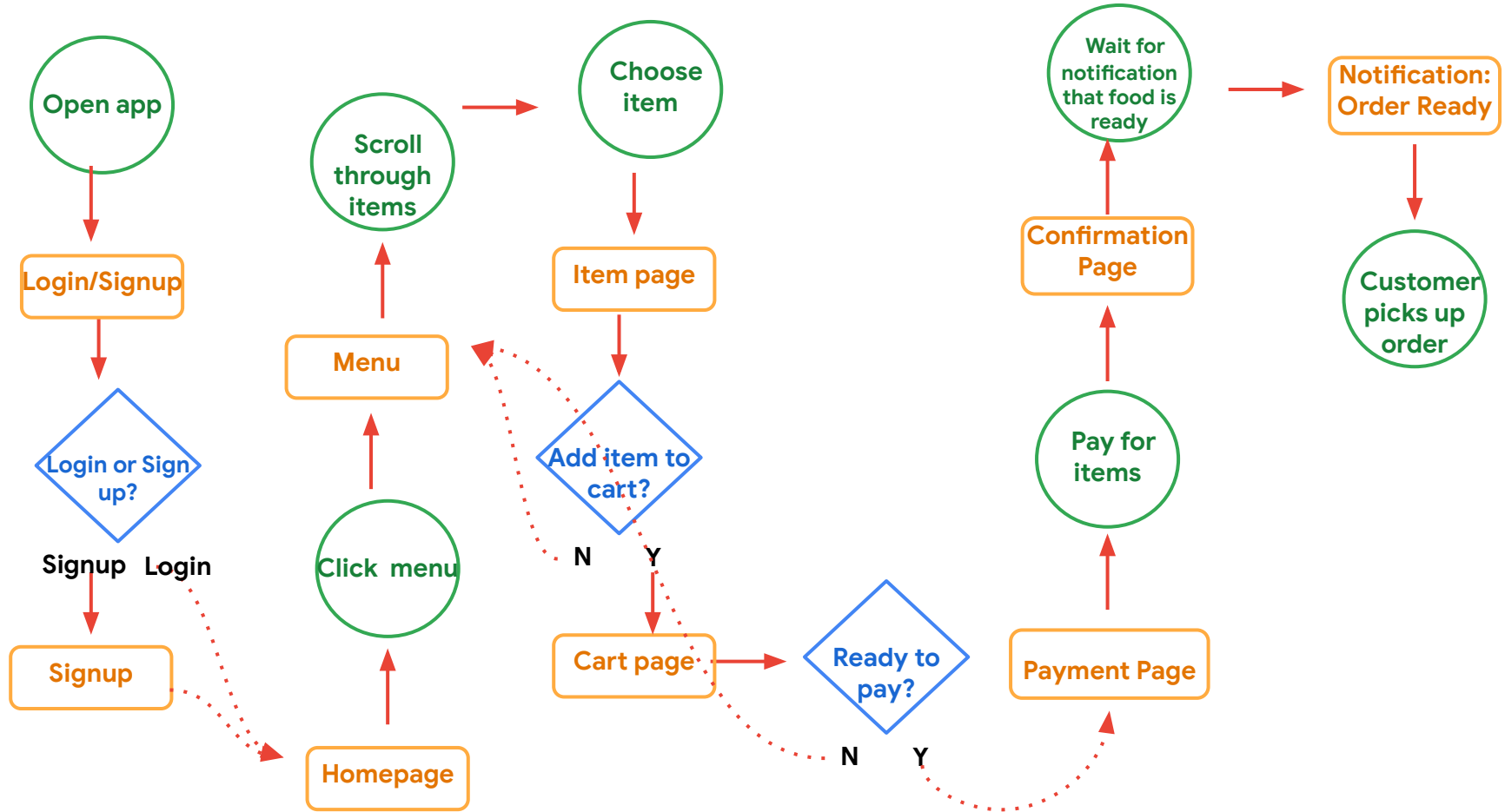|		
Georgina opens the app.	Georgina is welcomed and sees a list of options.	Georgina chooses to look at the menu.
Georgina chooses menu items and adds them to her cart.	Georgina pays for her order and receives a confirmation.	Georgina recieves a notification when her order is ready.
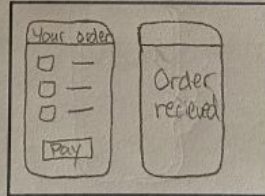
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

User Flow: Task - Use the app to place order without having to queue.
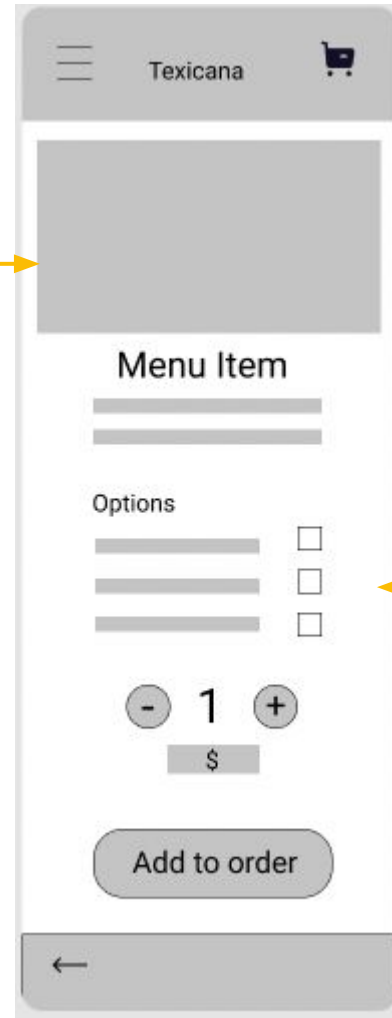
Paper wireframes

Taking time to iterate drafts of each screen of the app on paper ensured that the elements that made it to the digital wireframes would be well-suited to address user pain points. For the menu, I used large pictures of menu items to provide a visual menu for users.
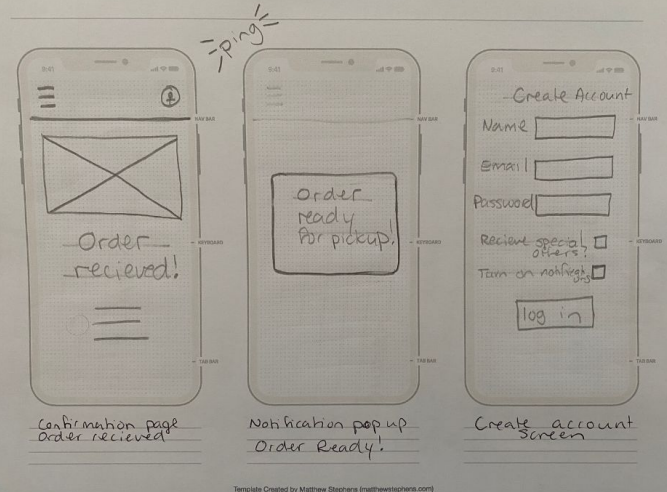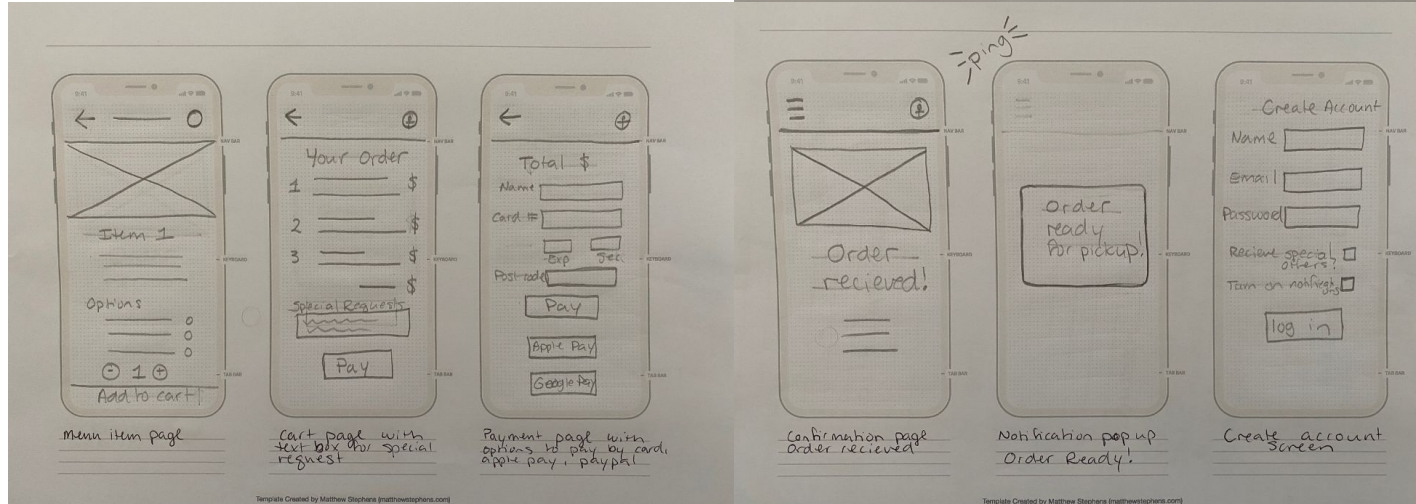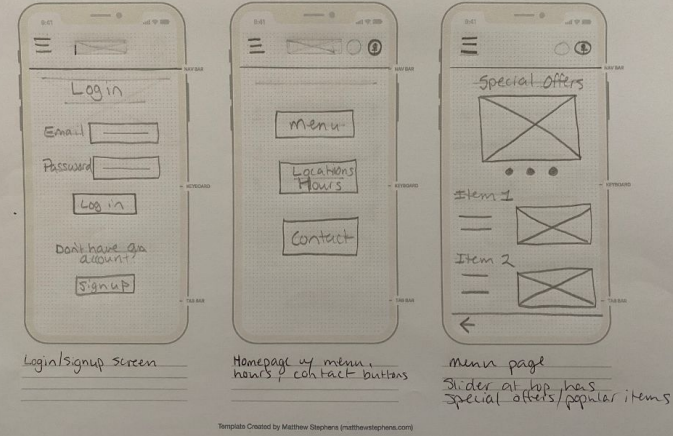
Digital wireframes

The goal for this app is to make the ordering process simple and to provide a visual menu.

Picture of menu item so customer know exactly what they are getting

Texicana

Menu Item

Options

Optional add-ons

1

$

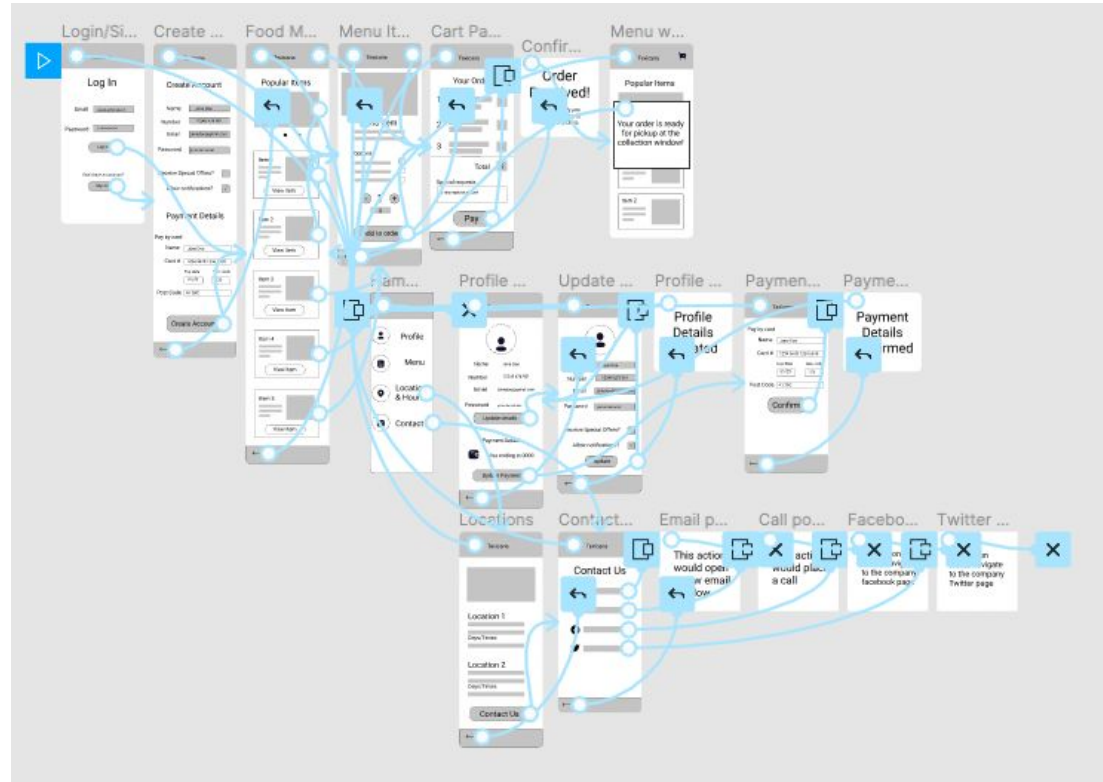Add to order

Digital wireframes

The customer will receive a notification on their phone when the order is ready meaning they can spend time with friends and family instead of waiting around for their order to be completed.

Customer will receive notification when order is ready
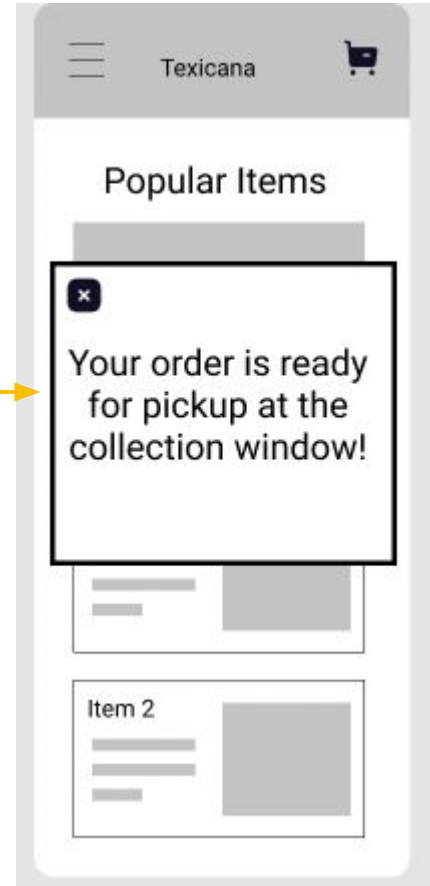
Low-fidelity prototype

View the [Texicana lo-fi prototype](#)

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the design from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 Findings

1. Users want a payment confirmation
2. User want the option to pay with cash
3. Users want an easier way to update their payment method

Round 2 Findings

1. The colors of the logo were too bright
2. Users wanted a scrolling summary of menu items at the top of menu page

Affinity Map

Round 1 Testing

Frustrations

C. "I'm not sure where to look for the contact number?"

B. User is confused about where to look for the contact number.

D. "Im not sure if I click the menu? Or actually maybe if I scroll down it will be at the bottom of the page."

D. "Oh, it's done! Ok, I thought there might be a payment confirmation after that."

A. "I don't use apps very often. I have no idea where to go to change my payment information."

E. "Oh, I was expecting a confirmation page after I pressed that. How do I know which card it used?"

C. User was irritated that there was not a confirmation page after clicking on "pay" on the order page.

A. User is confused by the ordering process because the prototype cart screen has 3 items and they only clicked on one.

A. "What if I want to pay with cash?"

C. What if I wanted to pay with cash? I guess I couldn't use the app then."

D. User is looking for a way to pay with cash.

Useful

D. Thinks app is useful

C. Thinks app is useful

E. Thinks app is useful

A. Does not think app is useful

B. Thinks app is useful

Questions / Additions

A. Wants to be able to pay with cash

D. "I wonder if there is a way to split up the payment if I am ordering for a group?"

E. "Is there a way to see my past orders?"

Tone

A. Speaks in a negative tone

A. Speaks in a frustrated tone

B. Speaks in a positive tone

C. Speaks in a positive tone

C. Speaks in a negative tone

D. Speaks in a positive tone

Refining the design

- Mockups
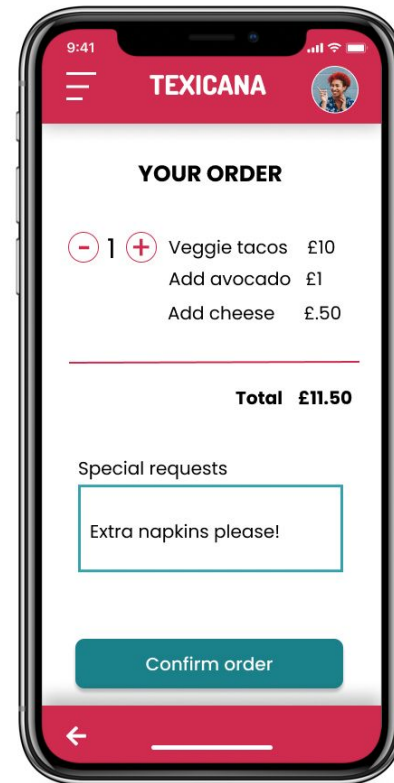- High-fidelity prototype
- Accessibility

Mockups

On the cart page, the "Pay" button was replaced with a "Confirm Order" button which brings up a confirmation page before the payment is taken.
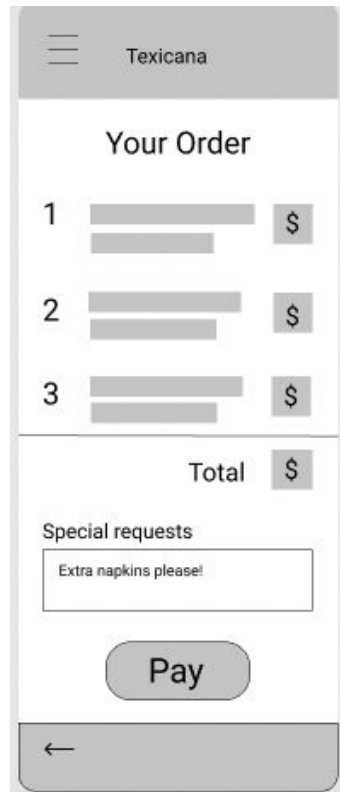
Mockups

The original logo had too many bright colors and did not meet accessibility standards. The yellow was replaced with white to give the design more balance.
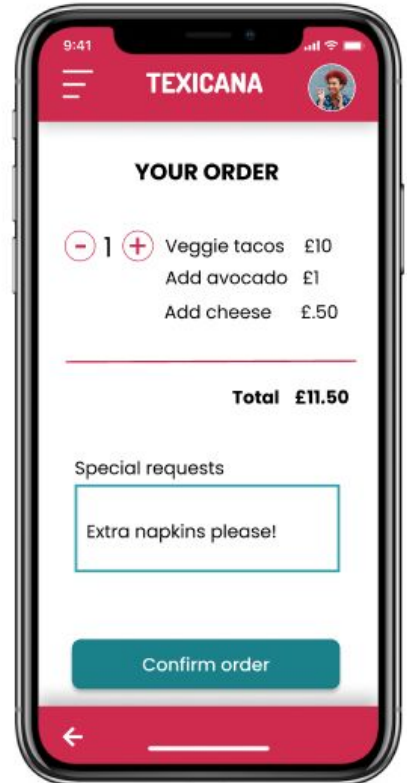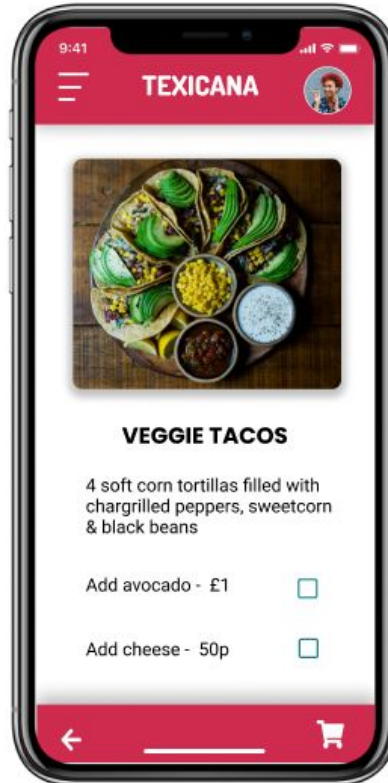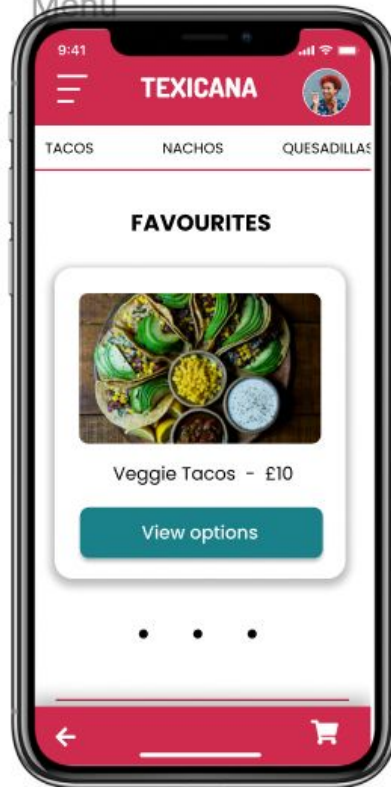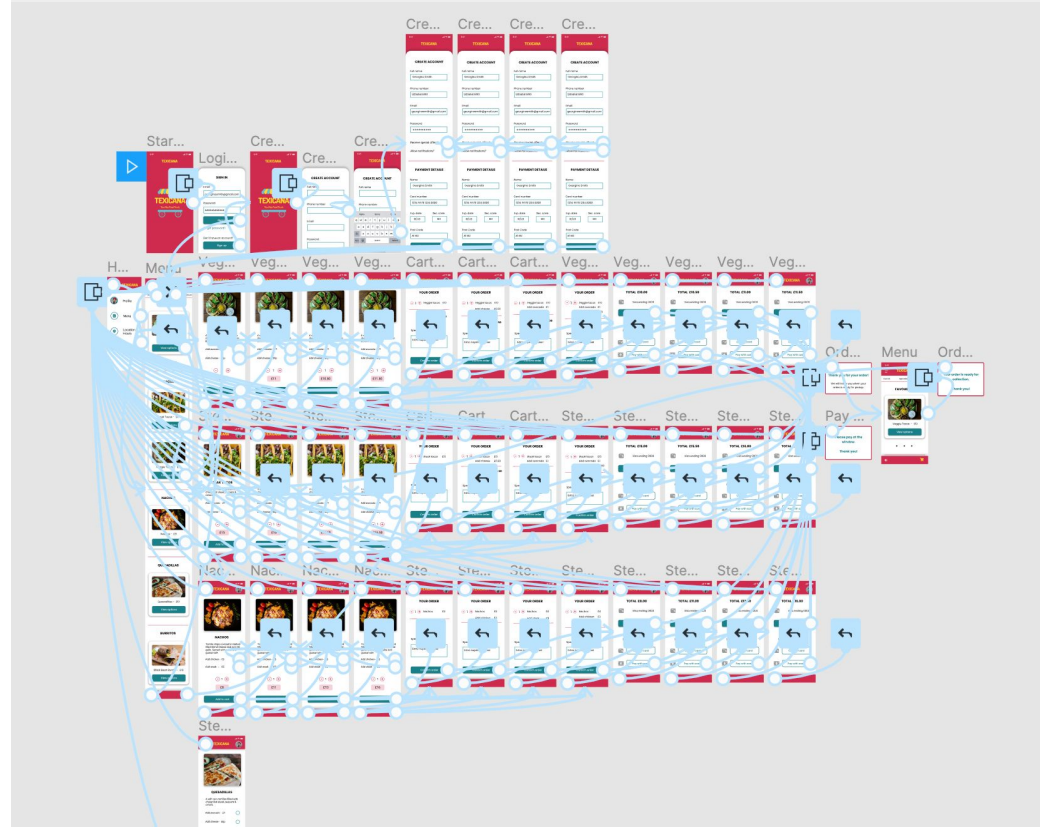
Mockups

High-fidelity prototype

View Hi-Fi prototype

Accessibility considerations

1

My original design included a shade of blue that did not meet accessibility standards for contrast. I used the WebAIM contrast checker to find a darker shade of blue that still worked with the brand but met accessibility standards.

2

All buttons have clear copy to describe their purpose making the design accessible for anyone using a screen reader.

3

The yellow in the logo was jarring and did not meet accessibility standards. I changed this color to white.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

"I really like the use of colour and think the app is clean looking." - Course participant feedback

"I can see a lot of wireframing and interactions which shows a lot of creativity and hard work has been done." - feedback from LinkedIn connection

What I learned:

How to complete the UX design process from empathizing with the user to prototyping and testing. I love the problem-solving aspect of UX design and I really enjoyed building the prototype for this app.

Next steps

1

In the future, it would be great to add a feature for placing group orders with separate payments.

2

Add a heart icon to each menu item allowing the customer to create a favourites list.

3

Add a delivery option.

Let's connect!

Thank you for viewing my project. If you have any questions, please get in touch!

Send me an email at kirstengorddesign@gmail.com
View my portfolio - www.kirstengord.com
LinkedIn - https://www.linkedin.com/in/kirstengord/

Thank you!